

## PRESS RELEASE

Düsseldorf, Germany – November 17, 2017

### **“100 Days, 100 Opportunities” – the lifestyle intervention program for patients with type 2 diabetes in the 100-day test**

**The German Institute for Telemedicine and Health Promotion (DITG) is presenting the initiative at the MEDICA medical trade fair in collaboration with the German Diabetes Foundation and Beurer GmbH**

There are more than eight million people with diabetes in Germany today, and more than 90% of them suffer from type 2 diabetes. Risk factors such as excess weight and lack of exercise are increasing the number of diabetes patients year after year. A change in lifestyle can positively affect this disease and its course of development in many people. Due to inexperience and lack of awareness, however, most people simply do not know that the disease is caused by a poor lifestyle and can be mitigated without medication. Too often, physicians have forgotten their training and do not consider the everyday life of the patient in sufficient detail.

For World Diabetes Day, on November 14, 2017, the **“100 Tage, 100 Chancen”** (100 Days, 100 Opportunities) initiative has now been launched. It was presented by the German Diabetes Foundation, the German Institute for Telemedicine and Health Promotion (DITG), and Beurer GmbH during a press conference at the MEDICA medical trade fair.

For a 100-day period, 100 participants are offered **free-of-charge participation** in a **telemedicine lifestyle intervention program for people with type 2 diabetes**. Participants must be between **18 and 70 years** of age, have a **BMI of at least 27**, and suffer from a **diagnosed case of type 2 diabetes**.

Interested parties can apply for the program online till **January 1, 2018**, with just a few clicks at [www.gesundheit-kann-man-lernen.de](http://www.gesundheit-kann-man-lernen.de). On World Diabetes Day, the first 100 applicants will receive a telemedicine lifestyle intervention program for 100 days. It is a one-time campaign to mark World Diabetes Day and will end after 100 days.

All participants receive a Bluetooth-compatible blood glucose meter, which becomes the property of the patient after the 100 days. Scale and pedometer are provided during this period by Beurer free of charge. The devices transmit the encrypted data to the online portal of the DITG. The health trainers, physicians, and diabetologists connected to that online portal prepare a therapy and activity plan, which the program participants follow for 100 days with the active support of a personal health coach. That therapy support is particularly important, because it serves to

reassure participants at all times and never leaves them on their own during the course of the program.

“The goal of the initiative is to show people how they can mitigate their disease themselves. They learn how to integrate a healthy lifestyle into their everyday life, and therefore how to act autonomously and conscientiously. Ideally, they can reduce the amount of medication they take – or even stop using medication entirely,” explains DITG CEO Bernd Altpeter.